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Abstract of the Disclosure

A coated, optically brightened printing paper includes a coating base paper and an applied coating containing a pigment, a binder, and color coating supplements, with an optical brightener containing a derivative of diaminostilbene disulfonic acid applied to the outer side of the color coating. The coating base paper is coated with the coating layer using rollers, nozzles, blades, or scrapers, and then dried using IR radiators, hot air, or cylinder contact. An optical solution containing the optical brightener is applied to the dried coating layer and optionally dried again.